



(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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JUL 15 2004

In re Patent Application of:  
Reza Rassool et al.

Application No.: 09/988,824

Art Unit: 2171

Technology Center 2100

Filed: November 20, 2001

Examiner: Brian D. Goddard

For: MEDIA TRACKING SYSTEM AND METHOD

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated March 8, 2004, Applicants submit the following amendments, and respectfully request reconsideration of the above-identified U.S. patent application in view of the remarks that follow.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.

07/12/2004 ZJU HAR1 00000026 09988824

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